



- 1.) What form of advertising do you see on the highway?
  - a. Print ad
  - b. Billboard
  - c. TV ad
  - d. Radio Commercial
- 2.) Which of the following is a form of media?
  - a. Television
  - b. Radio
  - c. Flyers
  - d. All the above
- 3.) Which "P" of marketing would include the question, "Where should I sell my product?"
  - a. Place
  - b. Product
  - c. Promotion
  - d. Price
- 4.) Which type of practice will earn your customer's loyalty?
  - a. Being rude
  - b. Not caring unless they are rich
  - c. Giving away free stuff
  - d. Practicing fair ethics
- 5.) During a sales presentation, you should "close the sale":
  - a. At the same point in each sales presentation
  - b. After the client says, "I'll take it"
  - c. Only after you are presenting all of your product's selling points
  - d. When the customer is ready to buy
- 6.) In an interview, you should NOT be:
  - a. Informed about the position you are interviewing for
  - b. Confident
  - c. Nervous
  - d. Interested in the position you are interviewing for
- 7.) What makes a presentation better?
  - a. Preparation
  - b. Good eye contact
  - c. Good speaking skills
  - d. All of the above
- 8.) An good employee will:
  - a. Sometimes show up late
  - b. Do just enough work to get the job done
  - c. Be responsible
  - d. All of the above
- 9.) Jen is interested in Hotels. What is the best DECA event for her to compete in?
  - a. Sports Marketing
  - b. Automotive Marketing
  - c. Hospitality and Tourism
  - d. None of the above
- 10.) Which is often true of an effective advertising headline?
  - a. It makes use of obscure words
  - b. It is brief
  - c. It uses unfamiliar words for impact
  - d. It details how the product meets the consumer's need